

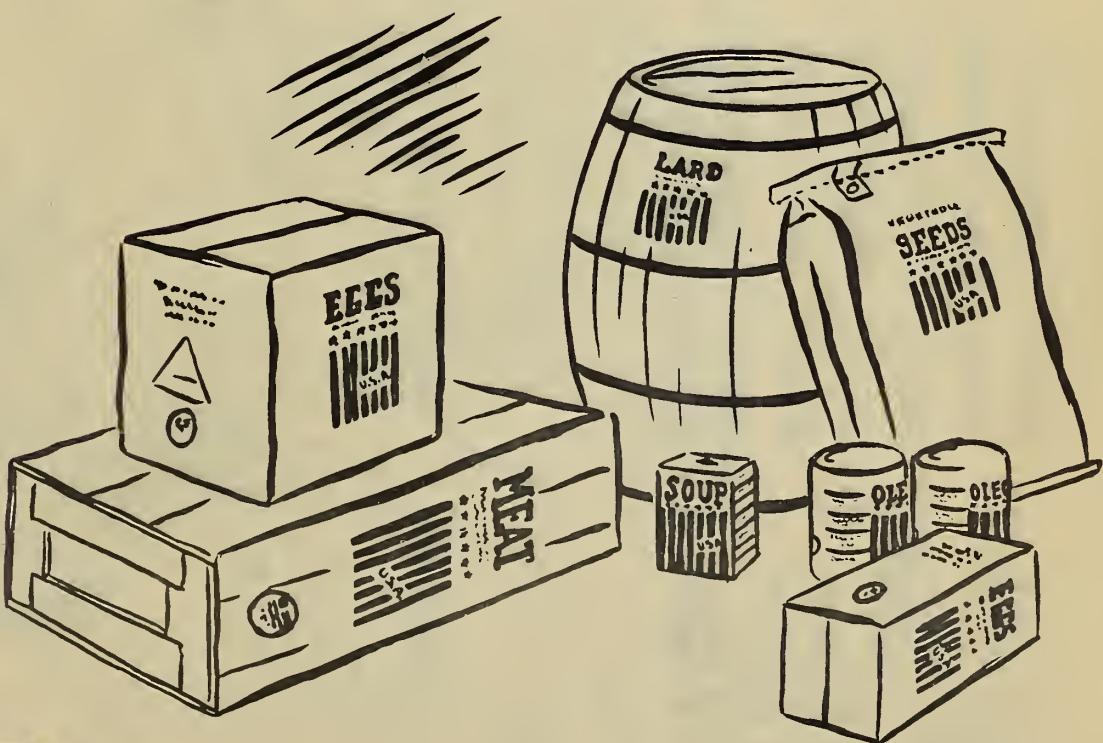
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IDENTIFY AMERICAN FOODS going abroad as AMERICAN

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Hundreds of millions of pounds of American Foods are being shipped to the far corners of the earth. In the best interests of growers, processors, shippers and recipients, these products of the United States of America must be clearly identified as to country of origin, and, where directions for use are necessary, they should be printed in as many languages as possible.



OFFICE OF DISTRIBUTION
WAR FOOD ADMINISTRATION

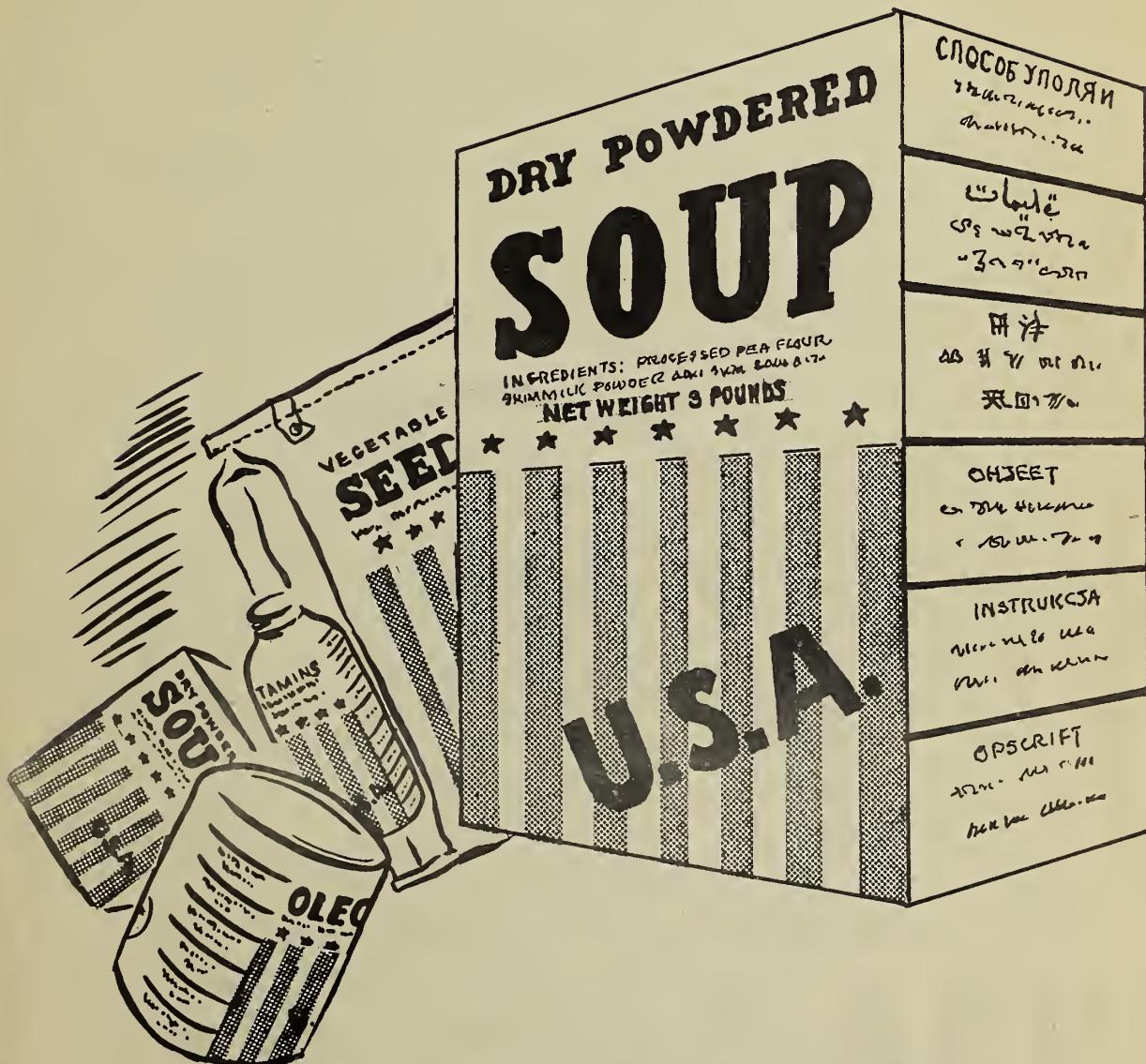
February 1944

BOXES, CRATES, DRUMS, CARTONS, SACKS, BARRELS

They stand around on docks and in warehouses. They pass through the streets on trucks. They are seen by hundreds, perhaps thousands, of people. The War Food Administration recommends this stencil or imprint in red and blue on all outer containers. If two colors are not feasible, use black. The design should be reproduced as large as convenient - the larger the better. Whenever this design is used in two colors all type and stars should be blue, only the bars in red.



THE PACKAGE



Packages, small bags, cans, bottles, and other primary containers of products packed especially for the War Food Administration must carry the War Food Administration standard package label design which has been developed to meet the needs of vendors, Lend Lease and the UNRRA. The War Food Administration furnishes the vendor with a working layout and, where needed, with translations, the latter in press proof form, eliminating the need for setting type in Chinese, Russian, Greek, Arabic, French, Norwegian, etc. Vendor's name appears on each package.

SPECIAL LEND-LEASE MARKINGS

The Presidential Proclamation, dated February 18, 1944, referring to Lend-Lease goods bearing the actual flag of the United States, says in part:

"If any article or product so labeled, packaged, or otherwise bearing the flag of the United States, or any representation thereof, . . . should, by force of circumstances, be diverted to the ordinary channels of domestic trade, no person shall be considered as violating the rules and customs pertaining to a display of the flag of the United States . . ."

The standard WFA package design, and container marking specifications, include space for, and require the use of, the currently approved Lend-Lease symbol.



The Lend-Lease symbol should be stenciled or printed on outer containers whenever specified in the FSCC contract.

Additional assistance on proper labeling of foreign shipments may be secured from the various commodity branches of the Office of Distribution, War Food Administration, Washington 25, D. C.